

The Effect of Digital Marketing and Service Quality on Perceived Value in Grand Mall Bekasi Shopping Center

Pengaruh Pemasaran Digital dan Kualitas Layanan Terhadap Nilai Persepsi di Pusat Perbelanjaan Grand Mall Bekasi

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Abstract.

In this digital era, digital marketing can be an alternative way for the community, as consumers, in shopping activities or require services without conduct meetings or negotiations first. It can be done through smartphone connected to the internet and replace the role of the mall as a shopping center. One of the malls that will be the object of this research is Grand Mall Bekasi. This research was conducted to see whether there is an effect of digital marketing and service quality on perceived value in Grand Mall Bekasi shopping center. This study involved 100 respondents who have visited the social media of Grand Mall Bekasi and who have visited the mall at least once, with using non-probability sampling techniques with purposive sampling type. This study uses path analysis method. The data was collected by distributing online questionnaires and the data were processed using the SmartPLS 3.0 software. The results obtained from this study are: digital marketing has a positive effect but not significant on perceived value, functional quality has a positive effect but not significant on perceived value and hedonic quality has a positive effect and significant on perceived value.

Keywords: digital Marketing, hedonic quality, functional quality, perceived value.

Abstrak.

Di era digital seperti sekarang ini, pemasaran digital dapat menjadi salah satu alternatif bagi masyarakat, sebagai konsumen, dalam melakukan aktivitas berbelanja ataupun membutuhkan jasa tanpa harus melakukan pertemuan atau negosiasi terlebih dahulu. Hal itu bisa dilakukan melalui smartphone yang terkoneksi dengan internet dan menggantikan peran mall sebagai pusat perbelanjaan. Salah satu mall yang akan menjadi objek penelitian adalah Grand Mall Bekasi. Penelitian ini dilakukan untuk melihat apakah terdapat pengaruh pemasaran digital dan kualitas layanan terhadap nilai persepsi di pusat perbelanjaan Grand Mall Bekasi. Penelitian ini menggunakan metode kuantitatif dengan penelitian deskriptif. Penelitian ini melibatkan 100

responden yang mengunjungi sosial media Grand Mal Bekasi dan setidaknya pernah satu kali mengunjungi Grand Mall Bekasi, dengan pengambilan sampel melalui teknik *non probability sampling* dengan jenis *purposive sampling*. Penelitian ini menggunakan metode path analysis. Pengumpulan data dilakukan dengan menyebar kuisioner online dan data diolah menggunakan *software* SmartPLS 3.0. Penelitian ini menghasilkan kesimpulan bahwa pemasaran digital berpengaruh positif namun tidak signifikan terhadap nilai persepsi, kualitas fungsional berpengaruh positif namun tidak signifikan terhadap nilai persepsi dan kualitas hedonis berpengaruh positif dan signifikan terhadap nilai persepsi.

Keywords: *Digital Marketing, hedonic quality, functional quality, perceived value.*

1. Introduction

1.1 Background of the Problem

Large shopping center must take the marketing strategies in following the lifestyle and desires of consumers to keep the shopping center stay active and grow. Using media such as billboards, banners, brochures to the radio and TV media is quite effective for the promotion of shopping centers so far. But now the world has switched to digital media. All event information through promos is obtained by customers through smartphones. Shopping activities that initially had to be done by going to shopping centers directly (offline), slowly began to be replaced with a digital shopping system (online). Based on Hootsuite statistics, the total population in Indonesia is 272.1 million people, with 64% of the population are internet users and 59% are active users on social media. Thus, it can be concluded that currently people can easily get new information and can easily influenced from one person to another. Through digital marketing, communication and transactions can be done in real time.

Grand Mall Bekasi uses digital marketing methods as a means of providing information in digital form such as Instagram, Facebook and Twitter. But social media used by Grand Mall Bekasi are not always updated, whereas followers can see activities in the shopping center if Facebook and Twitter posts are updated regularly. Instagram can be the main media for marketing because so far people most see Instagram to get information on menu promo updates, photos of activities, and other info. Grand Mall Bekasi Instagram is quite active in updating the latest information in its feeds. Meanwhile, other shopping centers frequently update Instagram feeds and stories, such as creating stories about activities which can be done during the pandemic covid-19, provides an interesting template that can be reposted by mall visitors, a variety of entertainment and any information that is varied enough to increase interaction between Instagram followers and the shopping center.

Wolfenbarger and Gilly (2003) define e-service quality as "the beginning to the end of a transaction, including information retrieval, website navigation, orders, customer service interactions, delivery, and satisfaction with the product ordered". Companies must be able to make online services as best and easy as possible so that consumers can quickly understand what services the company provides. By providing good value and service to customers, it is hoped that the company will be able to create satisfaction for its customers so that the company can continue to grow. Good service will get the value by customers, as well as providing good E-Service, a site will get the value desired by customers (Kotler, 2000 in Tjiptono, 2014: 282). Two dimensions are considered in order to configure the scale: functional quality and hedonic quality.

With the development of technology, people always want to fulfill their needs practically and easily. Therefore, companies need to provide products or services that can create good value for customers. Perceived Value which is evaluate to assess customer perceptions to value (Tjiptono, 2014: 310). According to Anderson and Srinivan (2003) in Chang and Wang (2008), if the perceived value is low, the customer will be tending to switch to the competing business in order to increase perceived value. Therefore, it is

important for Grand Mall Bekasi to increase perceived value to prevent consumers from switching to competing businesses.

Based on this description, the authors conducted a survey of 30 respondents on the digital marketing variable:

Table 1.1 Observations result (n=30) regarding digital marketing

Dimension	Statement	Answer	
		Yes	No
Transaction or cost	Digital marketing shortens the transaction time	90% or 27 people	10% or 3 people
Incentive Program	Grand Mall Bekasi digital marketing provides clear programs and information	53,3% or 16 people	46,7% or 14 people
Site Design	The digital marketing design on social media of Grand Mall Bekasi is interesting	33,3% or 10 people	66,7% or 20 people
Interactive	Digital marketing on social media Grand Mall Bekasi helps in interacting with consumers and responding complains	43,3% or 13 people	56,7% or 17 people

Source: Authors' data processing results (2019)

Supported by the results of the respondents' answers to the attached questionnaire, there are things that are considered not good, namely from the dimensions of site design and interactive. On this dimension some respondents disagree because the digital marketing design on social media of Grand Mall Bekasi is less interesting and digital marketing content on social media of Grand Mall Bekasi is not really interacting with consumers and responding to complaints.

Table 1.2 Observations result (n=30) regarding service quality

Dimension	Statement	Answer	
		Yes	No
Functional Quality	Social media of Grand Mall Bekasi makes it easy to find information of product or service that i need	76,7% or 23 people	23,3% or 7 people
Hedonic Quality	I think it is great fun to browse to the social media of Grand Mall Bekasi	43,3% or 13 people	56,7% or 17 people

Source: Author’s data processing result (2019)

Supported by the result of the respondents answers to the attached questionnaire, there are things that are considered not good, it’s the dimension of hedonic quality. On this dimension some respondents disagree that it is great fun to browse to the social media of Grand Mall Bekasi.

Table 1.3 Observations result (n=30) regarding perceived value

Dimension	Statement	Answer	
		Yes	No
Emotional Value	Information about products and services on social media of Grand Mall Bekasi is beneficial	83,3% or 25 people	16,7% or 5 people
Social Value	Overall, using Grand Mall Bekasi social media is convenient	80% or 24 people	20% or 6 people
Performance	The information provided in social media of Grand Mall Bekasi has satisfied my needs and wants	40% or 12 people	60% or 18 people
Price or value of money	Overall, Grand Mall Bekasi social media has value for my money and effort	80% or 24 people	20% or 6 people

Based on the survey results regarding perceived value in table 1.3, it shows that there are some respondents disagree about the performance dimension, because the information provided on social media at Grand Mall Bekasi has not satisfied their needs and desires yet.

Based on this background, the authors are interested in researching more deeply by taking the title of the study " THE EFFECT OF DIGITAL MARKETING AND SERVICE QUALITY ON PERCEIVED VALUE IN GRAND MALL BEKASI SHOPPING CENTER".

1.2 Research Questions

Nowadays, shopping center requires a more creative and interesting development in approaching prospective customers so that they can turn them into loyal customers. If compared to digital marketing, the market reach is wider, not limited to one area. As long as people can access the internet, the promotion of products and services has a great opportunity to reach them. From the background of the problems outlined above, the problem formulation of this research can be mention as follows:

- 1) How does digital marketing in Grand Mall Bekasi?
- 2) How does service quality consist of functional quality and hedonic quality in Grand Mall Bekasi?
- 3) How is the perceived value in Grand Mall Bekasi?
- 4) How is the effect of digital marketing on perceived value in Grand Mall Bekasi?
- 5) How is the effect of service quality consist of functional quality on perceived value in Grand Mall Bekasi?
- 6) How is the effect of service quality consist of hedonic quality on perceived value in Grand Mall Bekasi?

1.3 Research objectives

Based on the identification of these problems, the purpose of this study is:

- 1) To find out and analyze the digital marketing in Grand Mall Bekasi
- 2) To find out and analyze the service quality consist of functional quality and hedonic quality in Grand Mall Bekasi
- 3) To find out and analyze the perceived value in Grand Mall Bekasi
- 4) To find out and analyze the effect of digital marketing on perceived value in Grand Mall Bekasi
- 5) To find out and analyze the effect of service quality consist of functional quality on perceived value in Grand Mall Bekasi
- 6) To find out and analyze the effect of service quality consist of hedonic quality on perceived value in Grand Mall Bekasi

2. Literature Review

2.1 Marketing

Thamrin and Francis (2016: 2) say that marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy the desires and services of both current and potential consumers. Marketing is a value exchange transaction activity that is owned by each party, for example the exchange of products owned by the company for money owned by customers with products owned by the company that can meet consumer needs (Malau, 2017: 1).

2.2 Digital Marketing

Digital Marketing according to (Prabowo, 2018; Siswanto, 2015) helps a company in promoting and marketing their products and services. Digital Marketing can also create or open new markets that were previously closed because of there are limitations in time, communication methods, and distance. Digital marketing communications and transactions can be done at any time and real time and can be global or worldwide. With the large number of chat-based social media users' days are increasing open

opportunities for SMEs to develop their market smartphone grip (Lucyantoro & Rachmansyah, 2017; Nugraha, 2017). Eun Young Kim (2002) defines four dimensions of digital marketing which can be mentioned as follows:

a. Transaction or Cost

Is a promotional technique that has a high level of efficiency so that it can reduce costs and transaction times.

b. Incentive Program

An attractive program is certainly an advantage in every promotion that is carried out. These programs are also expected to provide more value to the company.

c. Site Design

Is an attractive appearance in digital marketing media that can provide positive value for the company.

d. Interactive

Is a two-way relationship between the company and consumers who can provide information and can be received well.

2.3 Service Quality

According to Kotler and Armstrong (Kotler and Armstrong, 2012) service quality is an activity that a party can offer to another party which is basically intangible and does not result in any ownership. According to Tjiptono (Tjiptono, 2007) service quality is a statement about attitudes and relationships resulting from a comparison between expectations and results obtained. Parasuraman (Parasuraman, 2008) service quality is the level of difference between reality and customer expectations for the service received. Alonso-Almeida et al. (2014) proposed an e-quality model for touristic packages purchased online. This study also identified a partial mediation of perceived value between e-quality (functional and hedonic).

2.3.1 Functional Quality

Examples of functional service attributes in the e-commerce context that might be valued by customers include fast-loading web pages, security issues, or a friendly interface (Dhar and Wertenbroch, 2000). Under the functional (or utilitarian) perspective, consumers are concerned with purchasing products and services in an efficient and timely manner to accomplish their purposes with minimal irritation and error (Childers et al., 2001).

2.3.2 Hedonic Quality

The hedonic dimension can be represented by the fun aspect of using information systems (Van der Heijden, 2004). The hedonic dimension is also relevant and may be helpful in restructuring electronic strategies that help to shape competitive advantage over the long term. Therefore, the hedonic dimension is very important in adding value to buyers and acting as a catalyst and increasing sales.

2.4 Perceived Value

Consumer Perceived Value literally defines as an opinion of a customer on a product value. In term of marketing, it is defined as the merits and demerits of a product or service that evaluated by customer according to his or her ability to meet their needs or expectations (Kopp, 2019). There are four aspects of Perceived Value stated by Sweeney and Soutar, (2001: 208) in Perwira (2016: 48) and consists of:

1. Emotional Value: a condition where emotions arise due to positive values when using a product or service.

2. Social Value: a condition in which consumers feel their social level increases when using a product or service.
3. Performance: a situation in which consumers feel the expectations they expect are in accordance with what they get.
4. Price or Value of Money: a condition when consumers assess the level of cost efficiency that can be met.

2.5 Framework

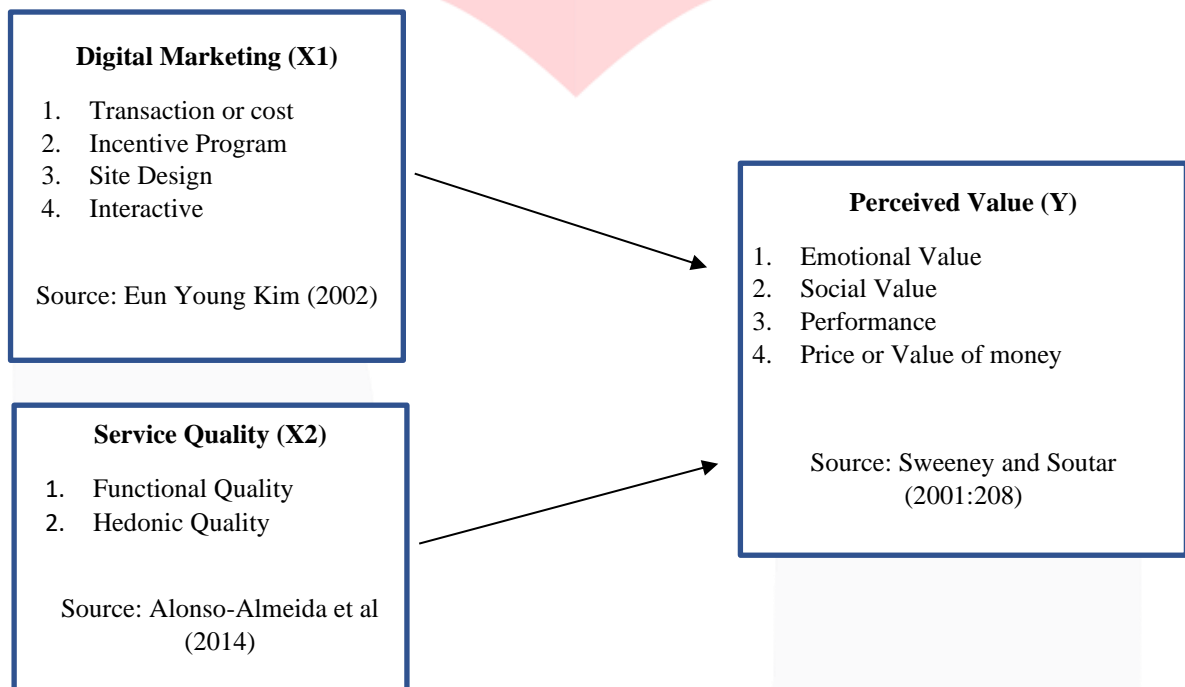


Figure 2.1 Framework

- H1: There is an effect of digital marketing on the perceived value in Grand Mall Bekasi
- H2: There is an effect of service quality consist of functional quality on the perceived value in Grand Mall Bekasi
- H3: There is an effect of service quality consist of hedonic quality on the perceived value in Grand Mall Bekasi

3. Research Method

There are two variables in this study, its independent variable and the dependent variable. The independent variable is digital marketing and service quality, the dependent variable is perceived value. This study aims to prove the hypothesis or allegation of the influence of digital marketing and service quality on perceived value at Grand Mall Bekasi. This research uses quantitative methods with descriptive

analysis. The scale used is the Likert scale. Data were analyzed using Partial Least Square (PLS) with a calculation process assisted by SmartPLS 3.0 software. Sampling using non-probability sampling method with the number of respondents in this study is 100 people.

4. Research Results and Discussion

4.1 Descriptive analysis

This analysis is used to see the perceptions of 100 respondents on the independent variable, namely digital marketing and service quality, and the dependent variable, namely perceived value. Based on the results of respondents' responses that the digital marketing variable has a "Good" category with a percentage score of 83.32%, the sub-chapter of the service quality variable, namely functional quality has a "Good" category with a percentage score of 79.2%, hedonic quality has a "Good" category with a score of 74.36% and the variable perceived value has a "Good" category with a percentage of 75.6%.

4.2 Path analysis using SMART PLS

4.2.1 Measurement Model

The measurement model is a model that connects latent variables with variables manifest. In this study, there are 4 latent variables. Based on the Partial Least Square estimation method, the full model path diagram is obtained as shown in the following figure:

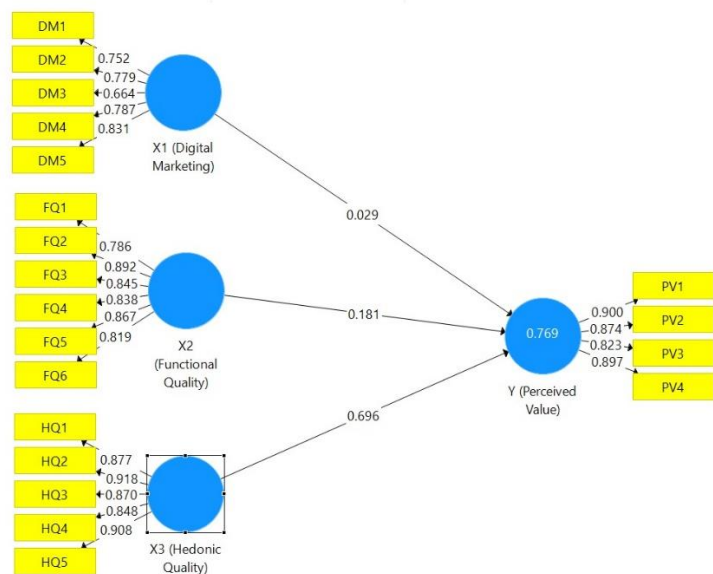


Figure 4.1 Full Structural Model Path Diagram

Source: Smart PLS Output Results

a. Convergent Validity

The following is the result of convergent validity test which includes loading factor and AVE value for each research variable.

Table 4.1 Convergent Validity Test

Variabel	Indikator	Loading Factor	P Values	Conclusion
Digital Marketing	DM1	0,752	0,000	Valid
	DM2	0,779	0,000	Valid
	DM3	0,664	0,000	Valid
	DM4	0,787	0,000	Valid
	DM5	0,831	0,000	Valid
Functional Quality	FQ1	0,786	0,000	Valid
	FQ2	0,892	0,000	Valid
	FQ3	0,845	0,000	Valid
	FQ4	0,838	0,000	Valid
	FQ5	0,867	0,000	Valid
	FQ6	0,819	0,000	Valid
Hedonic Quality	HQ1	0,877	0,000	Valid
	HQ2	0,918	0,000	Valid
	HQ3	0,870	0,000	Valid
	HQ4	0,848	0,000	Valid
	HQ5	0,908	0,000	Valid
Perceived Value	PV1	0,900	0,000	Valid
	PV2	0,874	0,000	Valid
	PV3	0,823	0,000	Valid
	PV4	0,897	0,000	Valid

Based on the processing results presented in table 4.1 above, it can be seen that all indicators have a loading factor greater than 0.5 and a p value <0.05, so it is considered valid.

Table 4.2 Average Variant Extracted (AVE)

Variable	AVE
Digital Marketing	0,584
Functional Quality	0,709
Hedonic Quality	0,783
Perceived Value	0,764

Based on table 4.2 above, it can be seen that the AVE value of the digital marketing variable, functional quality, hedonic quality and perceived value has a value exceeding 0.50, which indicates that each variable has a good convergent validity value.

b. Discriminant Validity

The results of the discriminant validity test can be seen in the Cross Loading between the indicator and its construct.

Table 4.3 Cross Loading

Variable	Digital Marketing (X1)	Functional Quality (X2)	Hedonic Quality (X3)	Perceived Value (Y)
DM1	0,752	0,641	0,509	0,441
DM2	0,779	0,571	0,569	0,537
DM3	0,664	0,453	0,437	0,444
DM4	0,787	0,699	0,538	0,523
DM5	0,831	0,676	0,606	0,564
FQ1	0,711	0,786	0,682	0,605
FQ2	0,707	0,892	0,714	0,659
FQ3	0,641	0,845	0,796	0,725
FQ4	0,696	0,838	0,713	0,708
FQ5	0,649	0,867	0,713	0,669
FQ6	0,636	0,819	0,661	0,638
H1	0,639	0,820	0,877	0,775
H2	0,641	0,793	0,918	0,794
H3	0,558	0,688	0,870	0,751
H4	0,629	0,705	0,848	0,722
H5	0,628	0,747	0,908	0,803
PV1	0,596	0,677	0,753	0,900
PV2	0,675	0,767	0,755	0,874
PV3	0,461	0,643	0,753	0,823
PV4	0,572	0,691	0,780	0,897

Based on table 4.3 above, it is known that each indicator in the forming variable has the greatest cross loading value compared to the cross-loading value of other variables. The model has a sufficiently large discriminant validity if the AVE for each construct is greater than the correlation between other constructs (Haribowo, 2017). This means that the indicators have good discriminant validity.

c. Reliability Test

The following is the reliability test and the criteria used are Composite Reliability (CR) and also Cronbach's Alpha (CA).

Table 4.4 Reliability Test

	Cronbach's Alpha	Composite Reliability
DM	0,821	0,875
FQ	0,917	0,936
HQ	0,930	0,947
PV	0,897	0,928

Based on the table 4.4, it can be seen that the four latent variables (digital marketing, functional quality, hedonic quality and perceived value) have Composite Reliability (CR) and Cronbach's Alpha (CA) values of more than 0.7, so it can be said to be reliable.

4.2.2 Structural Model Analysis

Structural model is a model that connects exogenous latent variables with endogenous latent variables or the relationship between endogenous variables and other endogenous variables. Based on Bootstrapping testing obtained the full structural model results as follows.

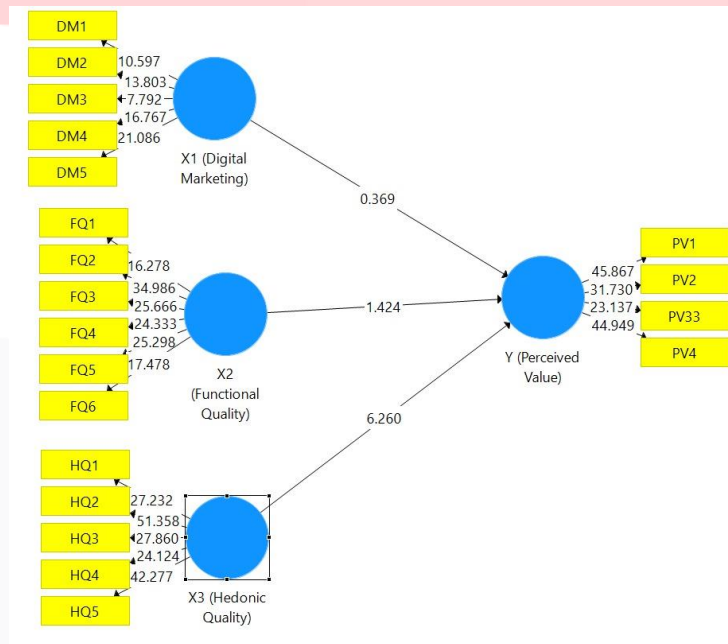


Figure 4.2 Structural Full Model Path (bootstrapping)

Source: SMART-PLS Output Results

Based on Figure 4.2 above, it can be seen that the largest path coefficient value is the effect of hedonic quality on perceived value, which is equal to 6,260. Then the second is the effect of functional quality on perceived value of 1,424 and the smallest effect is shown by the effect of digital marketing on perceived value, which is 0.369.

a. R Square

Table 4.5 R Square

Variable	R Square
Perceived Value	0,769

The R Square value of 0.769 can be explained that the effect of digital marketing variables and service quality on perceived value is 0.769 where these results are obtained from the interpretation that the construct variables of perceived value can be explained by digital marketing variables and service quality by 72.6%. While the remaining 27, 4% is explained by other variables beyond those that have been determined in the study. If the R Square value of 0.75 is considered a strong influence, 0.5 is considered a moderate or sufficient influence and 0.25 is considered a weak influence (Sriyanto, 2017). So that the results of the R Square value of 0.769 provide a strong influence on the effect of the use of digital marketing on perceived value at Grand Mall Bekasi.

b. Hypothesis test

To test the hypothesis, the t statistical value > 1.96, then the effect is significant or if the p value < 0.05, the effect is significant.

Table 4.6 Hypothesis Test of the Influence of Research Variables

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusion
Digital Marketing -> Perceived Value	0,029	0,044	0,079	0,369	0,712	H1 not significant
Functional Quality -> Perceived Value	0,181	0,187	0,127	1,424	0,155	H2 not significant
Hedonic Quality -> Perceived Value	0,696	0,677	0,111	6,260	0,000	H3 significant

Based on table 4.7, the hypothesis results are as follows:

1. The effect of digital marketing on perceived value

The research significance value is T statistics of 0.369 < 1.96, p value 0.712 which is greater > 0.05 and the original sample value is positive 0.029 which indicates that the relationship between digital marketing and perceived value is positive but not significant.

2. The effect of functional quality on perceived value

The research significance value is T statistics of 1.424 < 1.96, p value 0.155 which is greater > 0.05 and the original sample value is positive 0.181 which indicates that the relationship between functional quality and perceived value is positive but not significant.

3. The effect of hedonic quality on perceived value

The research significance value is T statistics of $6.260 > 1.96$, p value 0.000 which is smaller < 0.05 and the original sample value is positive 0.696 which indicates that the relationship between hedonic quality and perceived value is positive and significant.

5. Conclusions and Suggestions

5.1 Conclusions

Based on the research results that have been stated previously regarding the effect of digital marketing, service quality on the perceived value of visitors to Grand Mall Bekasi, several conclusions can be drawn which are expected to provide answers to the problems formulated in this study as follows:

1. Digital marketing has a percentage of 83.32% which is in the good category. The highest item is in the statement "Social media is the fastest source of information in digital marketing" which has a percentage of 91.4% and the lowest item is in the statement "The digital marketing content (posters and videos) at Grand Mall Bekasi is interesting " with a percentage of 78.2%.
2. Functional quality has a percentage of 79,2% which is in the good category. The highest item is in the statement "It is easy to get onto this social media quickly" which has a percentage of 82.6% and the lowest item is in the statement "Grand Mall Bekasi's social media enables me to complete transactions quickly " which had a percentage of 76.2%.
3. Hedonic quality has a percentage of 74,36% which is in the good category. The highest item is in the statement "I enjoy all the information provided by Grand Mall Bekasi" as much as 77% and the lowest item is in the statement "I do not realize how much time elapsed while looking at Grand Mall Bekasi's social media" which has a percentage of 70.2 %.
4. Perceived value has a percentage of 75,6% which is in the good category. The highest item is in the statement "Overall, using Grand Mall Bekasi social media is convenient "as much as 77.6% and the lowest item is in the statement" Overall, Grand Mall Bekasi social media has value for my money and effort "which has a percentage of 71.2%.
5. Based on the hypothesis using SmartPLS 3.0 software, it was stated that
 - Digital marketing has a positive effect on perceived value but not significant. This means that digital marketing has not significantly affected the perceived value of Grand Mall Bekasi consumers. This could be because the digital marketing dimension of Grand Mall Bekasi is still unable to reach the perceived value of Grand Mall Bekasi consumers.
 - Functional Quality has a positive effect on perceived value but not significant. This means that functional quality has not significantly affected the perceived value of Grand Mall Bekasi consumers. This could be because the digital marketing dimension of Grand Mall Bekasi is still unable to reach the perceived value of Grand Mall Bekasi consumers.

The results of this study support previous research conducted by Marimon et al (2016) that functional quality have a positive influence on perceived value.

- Hedonic Quality has a positive effect on perceived value and significant. This shows that the increasing hedonic quality in Grand Mall Bekasi, it will be followed by an increase in the perceived value of Grand Mall Bekasi consumers. The results of this study support previous research conducted by Marimon et al (2016) that hedonic quality have a positive influence on perceived value.

5.2 Suggestions

5.2.1 Suggestions for Grand Mall Bekasi

Based on the results of the conclusions described above, the researcher can provide a suggestion that would be useful for Grand Mall Bekasi:

1. Based on the research results of the digital marketing variable, the statement with the lowest score is “the digital marketing content (posters and videos) at Grand Mall Bekasi is interesting”. This is because the visitors feel that digital marketing content at Grand Mall Bekasi is less interesting. Therefore, the solution that can be given by the author is, for the Grand Mall Bekasi to pay more attention to digital marketing by creating content that can help Grand Mall Bekasi to interact with the visitors such as creating Instagram stories or 79 Instagram posts containing mini games and making attractive offers or promos interspersed with polls on Instagram stories.
2. Based on the research results of the functional quality variable, the statement with the lowest score is “Grand Mall Bekasi's social media enables me to complete transactions quickly”. This is because the visitors feel that content on social media at Grand Mall Bekasi does not show what payment methods can be used at Grand Mall that can help visitors to complete transactions quickly. The solution that can be given by the author is provides information about what payment techniques can be used for transactions at Grand Mall Bekasi, such as using gopay and ovo.
3. Based on the research results of the hedonic quality variable, the statement with the lowest score is “I do not realize how much time elapsed while looking at Grand Mall Bekasi’s social media”. This is because the visitors feel that seeing the social media of Grand Mall Bekasi is less attractive and boring. The solution that can be given by the author is personalize content and complement it with visual information that is easy for potential customers to remember. Do some research first, what kind of visual content is currently favored by customers. Make sure all the visual content that will be posted on social media is of good quality so that it creates interaction with the followers.
4. Based on the research results of the perceived value variable, the statement with the lowest score is “Overall, Grand Mall Bekasi social media has value for my money and effort”. This is because the visitors feel that Grand Mall Bekasi's social media content does not meet visitors' expectations when they want to shop and spend money there. Therefore, the solution that the author can give is to create content on social media that can convince potential

visitors and read visitor reviews about the deficiencies that exist in Grand Mall Bekasi, so it is hoped that it can meet visitor expectations.

5.2.2 Suggestions for Further Researchers

Based on the research, suggestions for further researchers to be put forward are as follows:

1. The variables used in this study are the influence of digital marketing and service quality on perceived value at Grand Mall Bekasi. It is recommended that further researchers to be able to examine other factors that affect perceived value, in order to obtain more varied results and enrich the existing theories.
2. The next suggestion relates to the object of research, the next researcher can use a different scope from what the researcher did, so that it will provide different research results. Further research is also expected to conduct research on other objects or companies.

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